

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W

----- 021600

R 071215Z NOV 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 2057

INFO AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY VIENNA

UNCLAS WARSAW 6699

VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: TELECOMMUNICATIONS TECHNICAL SEMINAR

1. TELECOMMUNICATIONS TECHNICAL SEMINAR SUCCESSFULLY CONCLUDED SEMINAR AND BUSINESS VISITS TO POLAND. SEMINAR WARMLY RECEIVED BY POLISH HOST. ALTHOUGH MEETING ATTENDANCE NOT UNIFORM THROUGHOUT SESSIONS, LARGE NUMBER OF HIGH-LEVEL POLISH OFFICIALS INVOLVED IN DECISION-MAKING PROCESS WAS REACHED. CLOSE CONTACT WAS MADE AT VICE-MINISTERIAL LEVEL IN EACH OF THREE MINISTRIES: TELECOMMUNICATIONS, MACHINE INDUSTRY AND MINING.

2. SECRETARY DENT'S VIDEO-TAPED MESSAGE EFFECTIVE AND WELL-RECEIVED.

3. BUSINESS OPPORTUNITIES APPEAR TO EXIST AND SHOULD BE EXPLOITED IN THE FOLLOWING FIELDS: (A) TELEPHONE TRANSMISSION EQUIPMENT; (B) DATA NETWORKS; (C) LAND MOBILE RADIO; (D) SATELLITE EARTH TERMINALS; (E) NAVIGATION SYSTEMS; AND (F) TEST EQUIPMENT, INCLUDING AUTOMATIC TEST AND CHECK-OUT OF ELECTRONIC SYSTEMS. THE POLES EXPRESSED KEEN INTEREST IN INDUSTRIAL-COOPERATION AGREEMENTS, WITH EMPHASIS ON RELATIONSHIPS WHICH WOULD ALLOW THEM TO EARN HARD CURRENCY THROUGH EXPORT OF POLISH PRODUCTS AND

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TECHNOLOGY, OR EQUIPMENT PRODUCED UNDER WESTERN LICENSE.

4. SEMINAR ATTENDANCE OCT 7 ABOUT 60, OCT 8 BETWEEN 40 AND 45. PRESS CONFERENCE ATTENDED BY 12 JOURNALISTS.

5. SALES REPORTED DURING SEMINAR AMOUNT TO \$75,000, WITH \$17,610,000 PROJECTED FOR THE NEXT 12 TO 24 MONTHS. PROJECTIONS ARE BASED ON 16 BUSINESS LEADS DEVELOPED.

6. EMBASSY SUPPORT EXCELLENT, WITH SCHEDULING OF INDIVIDUAL APPOINTMENTS PROFESSIONALLY HANDLED. THE TECHNICAL SEMINAR SEEMS TO HAVE REMOVED ANY LINGERING DOUBTS THE POLES MAY HAVE HAD ABOUT THE LEVEL OF US TELECOMMUNICATIONS TECHNOLOGY FOLLOWING VISIT OF THE TELECOMMUNICATIONS TRADE MISSION IN 1972. THE SEMINAR TECHNIQUE WAS WELL RECEIVED HERE AND SHOULD PROVE USEFUL FOR BROADENING OPPORTUNITIES FOR US FIRMS IN MEDIUM TO HIGH TECHNOLOGY FIELDS WHERE SPECIFIC US TECHNOLOGIES ARE NOT WELL KNOWN. AN EXTREMELY VALUABLE SECONDARY BENEFIT OF THE APPROACH IS THAT IT GIVES THE US SIDE A LOOK AT POLISH TECHNOLOGY AND AT THE ENVIRONMENT IN WHICH INDUSTRIAL COOPERATION AGREEMENTS MIGHT BE WORKED OUT.

7. MEDIA COVERAGE OF THE SEMINAR WAS EXTRAORDINARY, THANKS TO THE SIMULTANEOUS VISIT OF FIRST SECRETARY GIEREK TO THE UNITED STATES. POLAND'S TWO LEADING DAILIES, "TRYBUNA LUDU" AND "ZYCIE WARSZAWY," CARRIED BRIEF ARTICLES OCT 8 ANNOUNCING THE SEMINAR'S ARRIVAL AND NOTING TOPICS COVERED IN THE FIRST DAYS SESSIONS. FOLLOWING THE OCT 8 PRESS CONFERENCE A STORY APPEARED IN THE "TRYBUNA LUDU" POINTING OUT THAT THE SEMINAR HAD PROVIDED US AND POLISH EXPERTS WITH AN OPPORTUNITY TO FAMILIARIZE THEMSELVES WITH THE STATE OF EACH OTHER'S TELECOMMUNICATIONS TECHNOLOGY. DRAWING ON THE COMMENTS OF OUR SEMINAR PARTICIPANTS THE STORY CALLED ATTENTION TO THE VARY FAVORABLE IMPRESSION THEY FORMED OF POLISH ACHIEVEMENTS IN THIS FIELD, AND MENTIONED SOME AREAS OF POSSIBLE COOPERATION BETWEEN THE US AND POLISH TELECOMMUNICATIONS INDUSTRIES. THE SEMINAR WAS MENTIONED IN SEVERAL POLISH RADIO AND TELEVISION NEWS BROADCASTS DURING THE WEEK OF OCTOBER 7. POLISH RADIO ALSO RECORDED AN INTERVIEW WITH DR POLISHUK  
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AND MR SODOLSKI FOR DOMESTIC USE OCT 11, 12, ND 13.

#### 8. PRELIMINARY BUDGET ANALYSIS

COMMERCE BUDGET	ESTIMATE	PRELIMINARY
(US\$)	COST (Z1)	
CHAIRMANS SUITE	100	6,021
CHAIRMAN/COORDINATOR ROOM	140	9,042

SEMINAR ROOM	220	14,000
TRANSPORTATION	400	UNKNOWN
SIMULTANEOUS INTERPRETERS	114	UNKNOWN
ESCORT INTERPRETERS	240	3,400
PHOTOGRAPHER	50	2,000(EST)
RECEPTIONIST/SECRETARY	50	-0-
PRINTING	30	1,500(EST)

## PREPARATION/MAILING OF

INVITATIONS	20	UNKNOWN
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NOTE: SEVERAL BILLS, INCLUDING THOSE FOR TRANSPORTATION AND FOR CHARGES BY SEMINAR CO-SPONSOR, HAVE NOT BEEN RECEIVED.

HOSPITALITY BUDGET	316	4,740
RECEPTION	120	100
DINNER	246	17,570
REFRESHMENTS AND SUPPLIES	50	3,600
PRESS CONFERENCE	20	2,015
MISCELLANEOUS	863	

NOTE: SEMINAR PARTICIPANTS CONTRIBUTED AN ADDITIONAL \$60 EACH TO COVER ALL EXPENSES DUE GREATLY TO OVERRUN IN YUGOSLAVIA.

9. EMBASSY COMMENT: EMBASSY BELIEVES TECHNICAL SEMINAR PROVIDED EXCELLENT VEHICLE FOR EXPLORING POTENTIAL OF THIS MARKET AND FOR SOLIDLY ESTABLISHING THE CAPABILITIES OF US FIRMS AND THEIR INTEREST IN POLAND. IN OUR VIEW THREE FACTORS WERE PARTICULARLY IMPORTANT TO SUCCESS OF VISIT: A. THE QUALITY OF INDUSTRY AND COMMERCE REPRESENTATION; B. INCLUSION OF SEVERAL OTM FIRMS WHOSE SERIOUS, CONTINUING INTEREST IN POLISH MARKET IS KNOWN HERE; C. RETURN OF ADVANCE MAN WITH THE GROUP. WE HAVE IN THE PAST STRONGLY RECOMMENDED THAT ADVANCE MAN RETURN WITH HIS TRADE MISSION, AND WE FEEL THE USE OF THIS TECHNIQUE, AND OF A HIGHLY-SKILLED INDIVIDUAL, GREATLY AIDED SEMINAR MEMBERS

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AND EMBASSY.

10. ON THE NEGATIVE SIDE, THE SEMINAR WOULD HAVE BEEN MORE SUCCESSFUL HAD INDIVIDUAL PRESENTATIONS BEEN MADE AVAILABLE TO US WELL IN ADVANCE, IN POLISH, AS CALLED FOR IN THE INITIAL PLANNING. COMPLETE TEXTS, EVEN IN ENGLISH, WOULD HAVE ENABLED US TO REACH A BROADER AUDIENCE AND BY PROVIDING A BASIS FOR DISCUSSION WOULD HAVE GIVEN MORE FOCUS TO QUESTION AND ANSWER SESSIONS. THE ABSENCE OF COMPLETE TEXTS WAS ALL THE MORE EMBARRASSING BECAUSE WE HAD INFORMED OUR POLISH CO-SPONSORS, ON THE BASIS OF INFORMATION RECEIVED FROM COMMERCE AND NEVER SUBSEQUENTLY CORRECTED, THAT TEXTS WOULD BE FORTHCOMING. WE UNDERSTAND THAT BUDGETARY CONSTRAINTS ULTIMATELY RULED OUT TRANSLATION OF THE TEXTS, BUT WOULD SUGGEST THAT IN ORGANIZING FUTURE TECHNICAL

SEMINARS, DEPARTMENT CONSIDER HOLDING PARTICIPANTS  
RESPONSIBLE FOR TRANSLATION COSTS.  
DAVIES

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NNN

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